

REP HEADLINE# 6350144
*** ORIGINAL KEY#3 ***

REP: TEL# 703-516-9399
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM REP
SEP26/12 18.23
*** WFLA-TV ***

ADV # ADV. NAME POLI/E OBAMA/U/PRE/US
AGY # AGY. NAME GREER, MARGOLIS, MITCHELL

REP. # OFF. # SALESMAN #
BUYER NAME KATIE KEULEMAN
SALES PRSN WA- MEGHAN MCGARR (H)

3050 K SW NW,
WASHINGTON, DC 20007

ORDER # CONTRACT # 6350144

CLASS: NATL. LOCAL REGIONAL

PRDCT OBAMA 120'S EST#1881 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP28/12 OCT4/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP26/12 18.23

REP: NEW ORDER
TTL \$115,800 @26X
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
ALL INVOICES ARE TO BE SENT TO:
GREER MARGOLIS
ACCOUNTING
1010 WISCONSIN AVENUE NW
SUITE 800
WASHINGTON, DC 20007

OBAMA FOR AMERICA - 120'S

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :
AGENCY ADVERTISER CODE = 95 AGENCY EST# = 1881
AGENCY PRODUCT CODE = 101

1	1000A-1030A	2M	\$1,800.00	10/1	10/4	3	M-TH	3
PROGRAM : NEWS CHANNEL 8 CON COM1 : NEWS CHANNEL 8								

NOV 01 2012

10/9/12 (3)
9/28/12 FCC (3)

29/27

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	:
2			1135P-1237A	2M		\$7,800.00	10/1	10/4	1		M-TH	1
PROGRAM : THE TONIGHT SHOW												
CON COM1: THE TONIGHT SHOW												
3			1237A-136A	2M		\$2,400.00	10/1	10/4	3		M-TH	3
PROGRAM : LT NITE W/JIMMY FALLON												
CON COM1: LT NITE W/JIMMY FALLON												
4			1200N-100P	2M		\$2,280.00	10/1	10/4	2		M-TH	2
PROGRAM : TODAY SHOW 3												
CON COM1: TODAY SHOW 3												
5			200P-300P	2M		\$2,820.00	10/1	10/4	2		M-TH	2
PROGRAM : RACHAEL RAY												
CON COM1: RACHAEL RAY												
6			300P-400P	2M		\$5,400.00	10/1	10/4	2		M-TH	2
PROGRAM : DOCTORS												
CON COM1: DOCTORS												
7			400P-500P	2M		\$6,780.00	10/1	10/4	3		M-TH	3
PROGRAM : DR. OZ												
CON COM1: DR. OZ												
8			500A-530A	2M		\$1,740.00	10/1	10/4	1		M-TH	1
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1: NEWSCHANNEL 8 TODAY												
9			500P-530P	2M		10200.00	10/1	10/4	1		M-TH	1
PROGRAM : NEWS CHANNEL 8 5P												
CON COM1: NEWS CHANNEL 8 5P												
10			530A-600A	2M		\$2,820.00	10/1	10/4	1		M-TH	1
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1: NEWSCHANNEL 8 TODAY												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1 : NEWS CHANNEL 8 530P	2M		10200.00	10/1	10/4	1		M-TH	1
12			600P-630P PROGRAM : NEWS CHANNEL 8 CON COM1 : NEWS CHANNEL 8	2M		13500.00	10/1	10/4	0		M-TH	0
13			600A-700A PROGRAM : NEWS CHANNEL 8 CON COM1 : NEWS CHANNEL 8	2M		\$8,700.00	10/1	10/4	0		M-TH	0
14			700P-730P PROGRAM : NEWSCHANNEL 8 TODAY CON COM1 : NEWSCHANNEL 8 TODAY	2M		12000.00	10/1	10/4	0		M-TH	0
15			700A-900A PROGRAM : NEWSCHANNEL 8 CON COM1 : NEWSCHANNEL 8	2M		12000.00	10/1	10/4	0		M-TH	0
16			730P-800P PROGRAM : TODAY SHOW CON COM1 : TODAY SHOW	2M		12000.00	10/1	10/4	0		M-TH	0
17			900A-1000A PROGRAM : ENTERTAINMENT TONIGHT CON COM1 : ENTERTAINMENT TONIGHT	2M		\$6,240.00	10/1	10/4	2		M-TH	2
18			1100P-1135P PROGRAM : TODAY SHOW 2 CON COM1 : TODAY SHOW 2	2M		15000.00	10/1	10/4	1		M-TH	1
19			1200N-100P PROGRAM : NEWS CHANNEL 8 @ 11PM CON COM1 : NEWS CHANNEL 8 @ 11PM	2M		\$300.00	9/29	9/29	0		SAT	0

SEP26/12 18.23
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
20			700P-800P	2M		\$7,800.00	9/29	9/29	0		SAT	0
PROGRAM : ENTERTAINMENT TONIGHT												
CON COM1 : ENTERTAINMENT TONIGHT												
21			430A-459A	2M		\$540.00	10/1	10/4	2		M-TH	2
PROGRAM : NC 8 TODAY AT 430A												
ORD COM1 : RATES ARE 8/27-9/30												
CON COM1 : NC 8 TODAY AT 430A												
22			1200N-100P	2M		\$300.00	9/30	9/30	0		SUN	0
PROGRAM : NEWSCHANNEL 8 @ NOON												
CON COM1 : NEWSCHANNEL 8 @ NOON												
23			630P-700P	2M		20000.00	9/30	9/30	0		SUN	0
PROGRAM : NBC NEWS												
CON COM1 : NBC NEWS												
24			700P-830P	2M		42000.00	9/30	9/30	0		SUN	0
PROGRAM : FOOTBALL NIGHT IN AMRC												
CON COM1 : FOOTBALL NIGHT IN AMRC												
25			800P-900P	2M		33120.00	10/4	10/4	0		THU	0
PROGRAM : 30 ROCK/UP ALL NIGHT												
CON COM1 : 30 ROCK/UP ALL NIGHT												
26			1000P-1100P	2M		45000.00	10/2	10/2	0		TUE	0
PROGRAM : PARENTHOOD												
CON COM1 : PARENTHOOD												
27			900P-1000P	2M		\$7,200.00	10/3	10/3	0		WED	0
PROGRAM : LAW & ORDER												
CON COM1 : LAW & ORDER												
28			430A-459A	2M		\$540.00	9/30	9/30	1		SUN	1
PROGRAM : NC 8 TODAY AT 430A												
CON COM1 : NC 8 TODAY AT 430A												

REP HEADLINE# 0350144
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
 ORDER WORKSHEET

FAX# 703-516-9680
 HARRIS REPORT FROM REP

SEP26/12 18.23
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
SEP/12						\$540.00	OCT/12		115260.00			

CONTRACT TOTAL 115800.00
 TOTAL SPOTS 26

MARKET TOTALS \$532,360 WFLA 19% WFTS 22% WTSP 27% WTVT 23% WTOG 3% WTTA 0% WMOR 3%
 WMOX 0% WXPX 0% WWSB 3% CABL 0%

SHARES ACCURATE EXCEPT WTVT WHICH IS ESTIMATED

SVC- NSI
 DEMOS- PW25+*

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 791 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 115800	Campaign Ref: E:063501440
Buyer:	Client/Product/Estimate: 96/101/1881	Sales Rep: HRP Washington, DC
Schedule Dates: 09/24/12 to 10/07/12	Weeks: 2	Order Ref: 06350144
Est./PO Number: 06350144	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Obama 120's	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total	Cost
1	M-F 10a News MTWT...	01	1800	120 Comme	Nbr of Spots	3	3	5400
2	M-F 1135p ET / 1035p CT Tonight Show MTWT...	01	7800	120 Comme	Nbr of Spots	1	1	7800
3	M-F 1237a ET / 1137p CT Late Night MTWT...	01	2400	120 Comme	Nbr of Spots	3	3	7200
4	M-F 12p Today Show III MTWT...	01	2280	120 Comme	Nbr of Spots	2	2	4560
5	M-F 2p Rachael Ray MTWT...	01	2820	120 Comme	Nbr of Spots	2	2	5640
6	M-F 3p Doctors MTWT...	01	5400	120 Comme	Nbr of Spots	2	2	10800
7	M-F 4p Dr Oz MTWT...	01	6780	120 Comme	Nbr of Spots	3	3	20340
8	M-F 5a News MTWT...	01	1740	120 Comme	Nbr of Spots	1	1	1740
9	M-F 5p News MTWT...	01	10200	120 Comme	Nbr of Spots	1	1	10200
Weekly Totals:					Total Spots (Ord Spots)	1	25	26

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Suite 800
Washington DC 20007

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Submission Number 791 Issue 1



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Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 115800	Campaign Ref: E:063501440
Buyer:	Client/Product/Estimate: 95 / 101 / 1881	Sales Rep: HRP Washington, DC
Schedule Dates: 09/24/12 to 10/07/12	Weeks: 2	Order Ref: 06350144
Est./PO Number: 06350144	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total	Cost
10	M-F 530a News MTWT...	01	2820	120 Comme		1	1	2820
11	M-F 530p News MTWT...	01	10200	120 Comme		1	1	10200
12	M-F 9a Today Show II MTWT...	01	6240	120 Comme		2	2	12480
13	M-Su 11p News MTWT...	01	15000	120 Comme		1	1	15000
14	M-Th, Su 430a News MTWT...	01	540	120 Comme		2	2	1080
15	M-Th, Su 430a NewsS	01	540	120 Comme		1	1	540
Weekly Totals: Total Spots(Ord Spots)					1	25	26	

Grand Totals			
		Month 9 Weeks: 5 09/24	Month 10 Weeks: 4 10/01
Spots	Totals	26	25
Cost		115800	115260

Grand Totals:

Spots: 26
Gross Total: 115,800.00

Commission:	17,370.00
Net Total:	98,430.00



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 228-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

38634
Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
WASHINGTON DC 20007

REP: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV: Barack Obama/ D/ President
PROD: Obama 120's

2012
INVOICE DATE 09/30/12 E:063501440
ORDER TYPE Political WFLA
INVOICE NUMBER 0100032673
PAGE 1 BROADCAST MONTH 08/27/2012 - 09/3
SCHEDULE DATES 9/24/12-10/07/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 95 /101 /1881
Desc: 06350144

SCHEDULE		ACTUAL BROADCAST		RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE DAY TIME LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-Th, Su 430a News	540.00	15 1	9/30 SU 04:52A 02:00 *WFLA 2:00 Commercial	540.00	
Total Airtime Gross Spot Revenue:			540.00		

PERIOD COST 540.00

1 Total Units		
ACTUAL GROSS BILLING	540.00	Debits .00
AGENCY COMMISSION	81.00	Credits .00
NET DUE	459.00	TOTAL RECONCILING .00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

WFLA-TV
P.O. Box 1410
Tampa, FL 33601



ADVERTISER PRODUCT
Barack Obama/ D/ President Obama 120's

INVOICE NUMBER 0100032673
BROADCAST MONTH 08/27/2012 - 09/30,
AMOUNT DUE 459.00

REMIT TO:

*00211

000038634
Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
WASHINGTON DC 20007

WFLA-TV
REMITTANCE PROCESSING CENTER
P.O. BOX 26425
RICHMOND VA 23260-6425



400900020 00000000038634 00000100032673 000045900 1



WFLA-TV

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1010 Wisconsin Ave
Suite 800
WASHINGTON DC 20007

REP: WFLA (Washington Oc)
SLSP: HRP Washington, DC
ADV: Barack Obama/ D/ President
PROD: Obama 120's

2012
INVOICE DATE 10/28/12
ORDER TYPE Political
WFLA I SS
E:063501440
WFLA
INVOICE NUMBER 0100033209
PAGE 1
BROADCAST MONTH 10/01/2012 - 10/2
SCHEDULE DATES 9/24/12-10/07/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 95 /101 /1881
Desc: 06350144

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 10a News	1800.00	1	3	10/01	MO	10:15A	02:00	OFA12G131	2:00 Commercial
				10/02	TU	10:17A	02:00	OFA12G131	1800.00
				10/04	TH	10:28A	02:00	OFA12G131	1800.00
M-F 1135p ET / 1035p CT Tonight	7800.00	2	1	10/04	TH	12:30A	02:00	OFA12G131	2:00 Commercial
M-F 1237a ET / 1137p CT Late N	2400.00	3	3	10/01	MO	01:29A	02:00	OFA12G131	2:00 Commercial
				10/02	TU	01:32A	02:00	OFA12G131	2400.00
				10/03	WE	01:32A	02:00	OFA12G131	2400.00
M-F 12p Today Show III	2280.00	4	2	10/01	MO	12:28P	02:00	OFA12G131	2:00 Commercial
				10/02	TU	12:26P	02:00	OFA12G131	2280.00
M-F 2p Rachael Ray	2820.00	5	2	10/01	MO	02:58P	02:00	OFA12G131	2:00 Commercial
				10/04	TH	02:30P	02:00	OFA12G131	2820.00
M-F 3p Doctors	5400.00	6	2	10/01	MO	03:29P	02:00	OFA12G131	2:00 Commercial
				10/04	TH	03:53P	02:00	OFA12G131	5400.00
M-F 4p Dr Oz	6780.00	7	3	10/01	MO	04:13P	02:00	OFA12G131	2:00 Commercial
				10/03	WE	04:24P	02:00	OFA12G131	6780.00
				10/04	TH	04:20P	02:00	OFA12G131	6780.00
M-F 5a News	1740.00	8	1	10/03	WE	05:21A	02:00	OFA12G131	2:00 Commercial
M-F 5p News	10200.00	9	1	10/03	WE	05:08P	02:00	OFA12G131	2:00 Commercial
M-F 530a News									2:00 Commercial

*** Continued ***

PERIOD COST 115,260.00

25 Total Units

ACTUAL GROSS BILLING 115,260.00
AGENCY COMMISSION 17,289.00
NET DUE 97,971.00

Debits .00
Credits .00
SUB-TOTALS .00
TOTAL RECONCILING .00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

WFLA-TV
P.O. Box 1410
Tampa, FL 33601



ADVERTISER: Barack Obama/ D/ President
PRODUCT: Obama 120's

INVOICE NUMBER 0100033209
BROADCAST MONTH 10/01/2012 - 10/28,
AMOUNT DUE 97,971.00

REMIT TO:

*00191

000038634
Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
WASHINGTON DC 20007

WFLA-TV
REMITTANCE PROCESSING CENTER
P.O. BOX 26425
RICHMOND VA 23260-6425



400900020 00000000038634 00000100033209 009797100 4



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SLSP: HRP Washington, DC
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2012
INVOICE DATE 10/28/12
ORDER TYPE Political
WFLA I SS
E:063501440
WFLA
INVOICE NUMBER 0100033209
PAGE 2
BROADCAST MONTH 10/01/2012 - 10/2
SCHEDULE DATES 9/24/12-10/07/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 95 /101 /1881
Desc: 06350144

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
M-F 530p News	2820.00	10 1	10/02	TU	05:40A	02:00 DFA12G131	2820.00		
					*WFLA	2:00 Commercial			
M-F 9a Today Show II	10200.00	11 1	10/03	WE	05:53P	02:00 OFA12G131	10200.00		
					*WFLA	2:00 Commercial			
M-Su 11p News	6240.00	12 2	10/01	MO	09:56A	02:00 DFA12G131	6240.00		
			10/02	TU	09:56A	02:00 OFA12G131	6240.00		
					*WFLA	2:00 Commercial			
M-Th, Su 430a News	15000.00	13 1	10/02	TU	11:12P	02:00 DFA12G131	15000.00		
					*WFLA	2:00 Commercial			
	540.00	14 2	10/01	MO	04:52A	02:00 DFA12G131	540.00		
			10/03	WE	04:40A	02:00 DFA12G131	540.00		
Total Airtime Gross Spot Revenue:						115,260.00			

PERIOD COST 115,260.00

25 Total Units
ACTUAL GROSS BILLING 115,260.00
AGENCY COMMISSION 17,289.00
NET DUE 97,971.00

SUB-TOTALS Debits .00
Credits .00
TOTAL RECONCILING .00

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